

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM**

**FIRST SEMESTER – NOVEMBER 2019**

**UDJ 1502 – UNDERSTANDING DIGITAL JOURNALISM**

Date: 01-11-2019  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART- A**

**I. Answer ALL the questions**

**[10x2=20]**

1. Citizen Journalism
2. Convergence
3. Hybrid news
4. Static media
5. Digital
6. Brevity
7. Tim Berners-Lee
8. Globalization
9. Media Ethics
10. Analog

**PART- B**

**II. Answer any FIVE questions from the following**

**[5x8=40]**

11. What is audience fragmentation? How does it lead to the spread of niche media? Explain.
12. What are the differences between aggregation and curation? Describe with examples.
13. Explain five pillars of writing for the web with suitable examples.
14. Why social media is called gateway of news? Explain.
15. What are the differences between web 1.0, 2.0 and 3.0?
16. What are the major reasons for globalization. Explain.
17. What is attention economy? Explain its impact on journalism and individuals.

**PART- C**

**III. Answer any TWO questions from the following**

**[2x20=40]**

18. What are the ethics for digital media? Explain in detail with examples.
19. What is freedom of speech and expression? How does it help journalists to report news?
20. Trace the role of internet and social media in organizing social movements and

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